

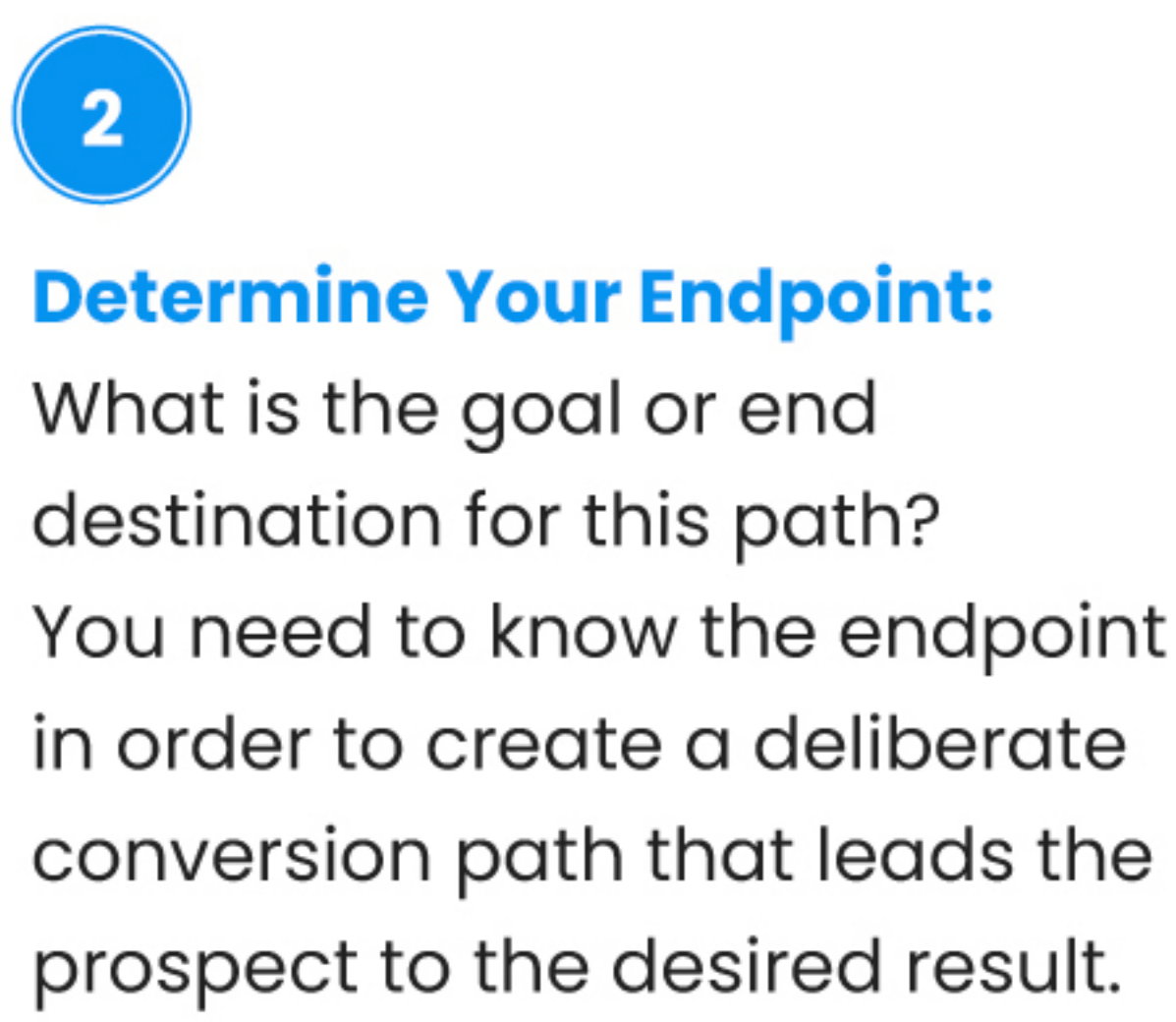
**Conversions refer to any step or action that a prospect or customer takes to move them closer to a sale.**

## **BUILDING AN EFFECTIVE CONVERSION PATH**



### **Create Awareness:**

Introduce the prospect to the value that your product or service provides.



**2**

### **Determine Your Endpoint:**

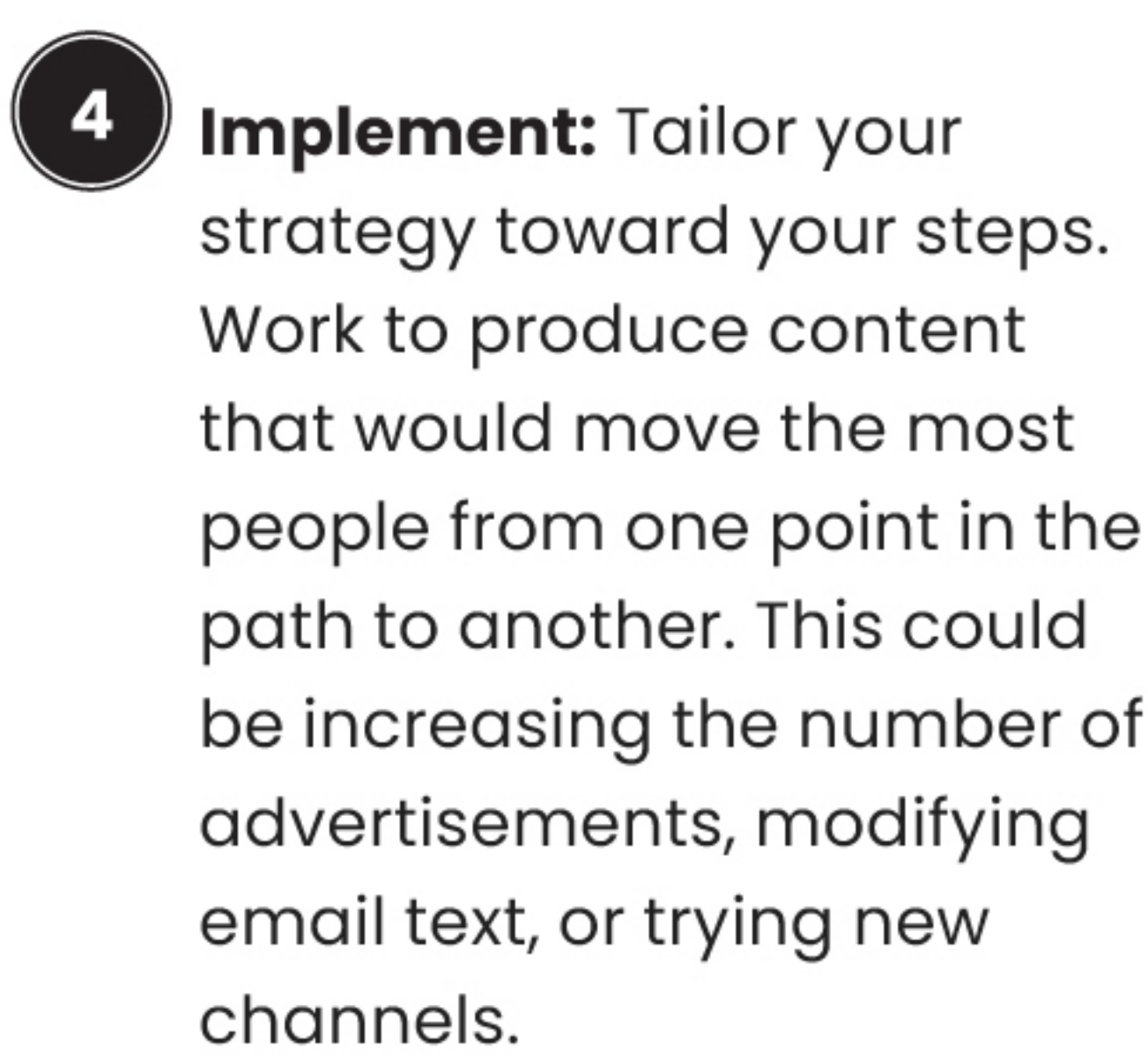
What is the goal or end destination for this path? You need to know the endpoint in order to create a deliberate conversion path that leads the prospect to the desired result.



**3**

### **Chart Your Course:**

Create the steps in the conversion path that will bring the person from awareness to becoming a customer.



**4**

**Implement:** Tailor your strategy toward your steps. Work to produce content that would move the most people from one point in the path to another. This could be increasing the number of advertisements, modifying email text, or trying new channels.



**5**

**Analyze:** Figure out what worked well and what didn't work well. Use this information to adjust your conversion path.